ORDER

Orders Order / Rev: 107832 Alt Order #: 06862161 Product Desc: NRSC/HELLER Estimate: Flight Dates: 10/10/12 - 10/20/12 Primary AE: Amy McCreary Original Date / Rev: 10/09/12 / 10/22/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: **National** Agency Name: Strategic Media Services, Inc. **Buying Contact**: Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 3299 K St. NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Advertiser Name: **MRSC/ Heller for Senate** Demographic: A35+ New Business Thru: Product Codes: PLC01 Order Separation: 00:05:00 Priority: SELECT PRIORITY CODE Advertiser External ID: Revenue Codes: POLITICAL/AGY, PCAN, GEN Agency External ID:

Bili Plan

Dill Flair	Totals					
Start Date	End Date	# Spots Gross Amount		Net Amount	Month	1
10/01/12	10/20/12	48	\$36,300.00	\$30,855.00	October 2012	

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	48	\$36,300.00	\$30,855.00	0.00
Totals	48	\$36,300.00	\$30.855.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %	
Arny McCreary			Start Of Order - End Of Order	100%	

Order Share	Share	Total
KSNV	26%	\$36,300.00
Market	100%	\$139,615.38

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$41,884.62
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$27,923.08
KTUD	1%	\$1,396.15
KVVU	18%	\$25,130.77
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$6,980.77

Lr	Ch	Start	End	Inventory Code	Break	Start/End Tin	ne Davs	Len Sp	ots	Rate Pri	Rtg Type Si	note	A
E 1	KSNV	10/11/12	10/12/12	M-F 6-7a WakeUp w/W	VacM	6-7a	TE	24000000 1000 FO				JU18	Amount
	NEWS			M-F 6-7a WakeUp w/V			=== n==	:30	2	\$450.002	0.00 NM	2	\$900.00
\	<u>Şta</u> Veek: 10/	and the service of	End Date 10/14/12	Weekdays Spoi	ts/Week 2	<u>Rate</u> <u>I</u> \$450.00	Rating 0.00						

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06862161

Advertiser:

NRSC/ Heller for Senate

Product Desc:

NRSC/HELLER

KSNV

Flight Dates: 10/10/12 - 10/20/12

<u>/20/12</u> Esti

Estimate:

Ln Ch Sta	2000 March 1990	Inventory C		k Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
E 2 KSNV 10/1	5/12 10/16/1:		ikeUp w/Wa @M akeUp w/Wagners	6-7a	MT	:30	2		0.00 NM	2	\$900.00
NEWS			skeop w/wagners	5							
<u>Start Dat</u> Week: 10/15/12		Weekdays MT	Spots/Weel		Rating						
E 3 KSNV 10/1	TOTAL SECTION OF	ANTAN PROFITE	CM	\$450.00 658a-9am	0.00 MT	30	2	\$600.000	0.00.484	S-26	
TODAY		Today Show		0004-08///		,30	2	\$600.002	0.00 NM	2	\$1,200.00
Start Dat	e End Date	Weekdays	Spots/Week	Rate	Datina						
Week: 10/15/12	10/21/12	MT	2	Company of the Compan	Rating 0.00						
E 4 KSNV 10/1	1/12 10/12/12		CM	658a-9am	TF	:30	2	\$600.002	0.00 NM	2	\$1,200.00
TODAY		Today Show							17.		
Start Date Week: 10/08/12		Weekdays	Spots/Week		Rating						
E 5 KSNV 10/1:	10/14/12	Non News	2 CM		0.00		20	7			
		Noon News	CM	12-1230pm	F ax	:30	1	\$275.002	0.00 NM	1	\$275,00
NEWS Start Date	End Date	Wantelman	PH-1-A41	122 W	SECTORY.				ľ		
Week: 10/08/12	10/14/12	<u>Weekdays</u> F	Spots/Week 1	Rate \$275.00	Rating 0.00						
E 6 KSNV 10/1	5/12 10/15/12	 Billingson to still blevonze 	СМ	12-1230pm	M	:30	1	\$275.002	0.00 NM	1	\$275.00
NEWS		Noon News									V 270. 00
Start Date		Weekdays	Spots/Week	Rate	Rating				Ī		
Week: 10/15/12 E 7 KSNV 10/16	10/21/12	M	1	\$275.00	0.00				_		
	112 10/10/12	The Agenda 1 The Agenda 1		1230-1p	eTores:	:30	10	\$225.002	0.00 NM	Ť	\$225.00
AGENDA	46 W46 N	2270 SACO									
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	Weekdays	Spots/Week	Rate \$225.00	Rating 0.00				ĺ		
E 8 KSNV 10/11		The Agenda 12		1230-1p	0.00	:30	1	\$225.002	0.00 NM	7	\$225.00
AGENDA		The Agenda 1	230pm				72		5.55 Tel		3223.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating				17		
Week: 10/08/12 E 9 KSNV 10/11	10/14/12	T	1	\$225.00	0.00	_			45		
L 5 KSNY TO/TI	/12 10/11/12	The Doctors The Doctors	СМ	2pm-3pm	T	30	1	\$225.002	0.00 NM	1	\$225.00
DRS	744000000000000000000000000000000000000										
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays	Spots/Week 1	Rate \$225.00	Rating				200		
E 10 KSNV 10/15		The Doctors	СМ	2pm-3pm	0.00 MT	:30	2	\$225.002	0.00 NM		****
DRS		The Doctors		one Sud West Related South			-	ΨEE5.002	0.00 19191	2	\$450.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/15/12	10/21/12	мт	2	\$225.00	0.00	_					
E 12 KSNV 10/11/	12 10/11/12	Dr. Phil Dr Phil	СМ	3-4p	T	:30	1	\$300.002	0.00 NM	1	\$300.00
PHIL	_	ard SUALIDAN							f		
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	Weekdays	Spots/Week 1	Rate	Rating				- 1		
E 13 KSNV 10/12/		<u></u>		\$300.00 4-5pm	0.00	:30	2	\$450.002	0.00 Alba	7627	2000 B 2000 B
NEWS		4PM NEWS (1	hour)	76	(3)	100	2	\$430.00Z	0.00 NM	2	\$900.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/08/12	10/14/12	F	2	\$450.00	0.00	F					
E 14 KSNV 10/15/	12 10/15/12	NEWS 3 at 4 (1 4PM NEWS (1	HOUR)CM	1-5pm	M	:30	2	\$450,002	0.00 NM	2	\$900.00
NEWS		TOWN INCARO (nour)						1		
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/15/12 E 15 KSNV 10/15/1	10/21/12	M	2	\$450.00	0.00	2-2	J.P	2			
- 10 110111	- 10/10/12		CM 4	1-5pm	M	:30	1	\$450.002	0.00 NM	Ť	\$450.00

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Order / Rev:

Flight Dates:

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10/10/12 - 10/20/12

Alt Order #: 06862161

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Advertiser:

NRSC/ Heller for Senate

Product Desc:

NRSC/HELLER

Estimate:

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) (4:30 PM-5:00 PM) **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 M-----\$450.00 0.00 E 16 KSNV 10/12/12 10/12/12 M-F Early News CM 5-630p ----F--\$900.002 0.00 NM \$900.00 M-F Early News **NEWS** Start Date **End Date** Spots/Week <u>Weekdays</u> Rate Rating Week: 10/08/12 10/14/12 ---F--\$900.00 0.00 E 17 KSNV 10/15/12 10/16/12 M-F Early News CM 5-630p MT----:30 2 \$900.002 0.00 NM 2 \$1,800.00 M-F Early News **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 MT----\$900.00 0.00 E 18 KSNV 10/16/12 10/16/12 Jeopardy in PRIME CM M-SA 8-11p / SUN-T----:30 \$750.002 0.00 NM 1 \$750.00 Jeopardy in Prime JEP Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 -T----\$750.00 0.00 E 19 KSNV 10/11/12 10/11/12 M-F Jeopardy CM 630-7pm ---T---:30 \$750.002 0.00 NM 0 \$0.00 M-F Jeopardy JEP Start Date End Date Weekdays . Spots/Week Rate Rating Week: 10/08/12 10/14/12 ---7---\$750.00 0.00 Spot Ch Date Range Start/End Time Weekdays Length Rate Rtq Type 1 KSNV 10/08/12-10/14/12 M-F Jeopardy 630-7pm 30 (\$750.00) 0.00 NM Unresolved [PGM CHG = JEOPARDY IN PRIME] E 20 KSNV 10/10/12 10/10/12 M-F Wheel CM 7-730pm --W----:30 \$750.002 0.00 NM \$750.00 M-F Wheel of Fortune WHEEL Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 \$750.00 0.00 E 21 KSNV 10/16/12 10/16/12 Wheel of Fortune in PRIDM M-SA 8-11p / SUN-T----:30 \$750.002 0.00 NM \$750.00 Wheel in Prime WHEEL Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 -T----\$750.00 0.00 E 23 KSNV 10/10/12 10/10/12 FacetoFace/Raiston RepMM 730-758pm -W----:30 \$450.002 0.00 NM 1 \$450.00 FacetoFace/Raiston Report FACE Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 \$450.00 0.00 E 24 KSNV 10/11/12 10/11/12 M-F News 3 at Eleven CM 11pm-1135pm ---T---:30 \$775.002 0.00 NM \$775.00 M-F News 3 at Eleven **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 ---T---\$775.00 0.00 E 25 KSNV 10/15/12 10/15/12 M-F News 3 at Eleven CM 11pm-1135pm 30 \$775.002 0.00 NM \$775.00 M-F News 3 at Eleven **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 \$775.00 0.00 E 26 KSNV 10/16/12 10/16/12 Tues PR 8-9p CM 8-9pm :30 1 \$2,400.002 0.00 NM \$2,400.00 Tuesday Prime 8-9pm VOICE Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 -T----\$2,400.00 0.00E 27 KSNV 10/15/12 10/15/12 Mon PR 8-10p CM 8-10pm M-----:30 1 \$2,400.002 0.00 NM \$2,400.00 Monday Prime 8-10pm

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KSNV

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Advertiser:

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Product Desc:

NRSC/HELLER

Flight Dates:

NFL

10/10/12 - 10/20/12

Estimate:

Rate Pri Rtg Type Spots Amount Inventory Code Break Start/End Time Days Len Spots Ln Ch Start End VOICE **End Date** Spots/Week Rate Rating Weekdays Start Date 10/21/12 \$2,400.00 0.00 Week: 10/15/12 \$750.002 0.00 NM 2 \$1,500.00 Sa-Su News 3 at ElevenCM 11pm-1135pm ----55 30 E 28 KSNV 10/13/12 10/14/12 Sa-Su News 3 at Eleven **NEWS** Spots/Week Rating Start Date **End Date** Weekdays Rate 0.00 ----55 \$750.00 10/14/12 Week: 10/08/12 E 29 KSNV 10/13/12 10/13/12 News 3 Sunrise - SATURIM \$225.002 0.00 NM \$225.00 6a-7a ----5-:30 1 News 3 Sunrise SATURDAY **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating 0.00 Week: 10/08/12 10/14/12 ----S-\$225.00 E 30 KSNV 10/13/12 10/13/12 Saturday Today ----S-:30 \$325.002 0.00 NM \$325.00 7a-9am Saturday Today SAT TODAY Start Date End Date Spots/Week Rate Rating Weekdays Week: 10/08/12 10/14/12 ----S-\$325.00 0.00 E 31 KSNV 10/13/12 10/13/12 News 3 Today - SATUROM 9am-930am ----5-\$300.002 0.00 NM \$300.00 News 3 Today - SAT NEWS Start Date End Date Weekdays Spots/Week Rate Rating ----**-**S-\$300.00 0.00 Week: 10/08/12 10/14/12 ----5-\$450.002 0.00 NM \$450.00 E 32 KSNV 10/13/12 10/13/12 Sa-Su Early News CM :30 5pm-630pm Sa-Su Early News **NEWS** Spots/Week Start Date **End Date** Weekdays Rate Ratino 10/14/12 \$450.00 0.00 Week: 10/08/12 \$375.002 0.00 NM \$375.00 E 33 KSNV 10/13/12 10/13/12 Weekend Jeopardy/WheGM 630-730pm 30 ----5-WKND Jeop/Wheel WH/JEP Rating Start Date End Date Weekdays Spots/Week Rate ----S-\$375.00 0.00 10/14/12 Week: 10/08/12 0.00 NM 1130pm-1:02am ----S-30 \$750.002 \$750.00 E 34 KSNV 10/13/12 10/13/12 Saturday Night Live CM Saturday Night Live SNL Weekdays Start Date End Date Spots/Week Rate Rating \$750.00 0.00 Week: 10/08/12 10/14/12 ----5-0.00 NM \$225.00 E 35 KSNV 10/14/12 10/14/12 News 3 Sunrise - SUND&M ----S :30 \$225,002 News 3 Sunrise SUNDAY **NEWS End Date** Spots/Week Rate Rating Start Date Weekdays 0.00 Week: 10/08/12 10/14/12 -----5 \$225.00 E 37 KSNV 10/14/12 10/14/12 Meet the Press CM. 8a-9am ----S 30 1 \$1,900.002 0.00 NM \$1.900.00 Meet the Press MTP Rate Rating Start Date **End Date** Weekdays Spots/Week 10/14/12 ----5 1 \$1,900.00 0.00 Week: 10/08/12 E 38 KSNV 10/14/12 10/14/12 News 3 Today Wknd CM 9a-930am ----S \$250,002 0.00 NM \$250.00 News 3 Today NEWS **End Date** Weekdays Rating Start Date Spots/Week Rate ----5 Week: 10/08/12 \$250.00 0.00 10/14/12 E 39 KSNV 10/14/12 10/14/12 Chris Matthews 9:30AM SM \$375.002 0.00 NM 9:30a-10a ----S :30 \$375.00 Chris Matthews SUN 9:30am CM Weekdays Spots/Week Rating Start Date End Date Rate ----S \$375.00 0.00 Week: 10/08/12 10/14/12 \$8,000.00 0.00 NM E 40 KSNV 10/14/12 10/14/12 NFL Football ----S :30 1 \$8,000.002 1 CM 1P-9PM NFL Football

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Advertiser:

NRSC/ Heller for Senate

Product Desc:

NRSC/HELLER

Estimate:

KSNV

Totals

48

\$36,300.00

	12.770.000	Start	End	Inventory Code	Break	Start/End	Time Days	Len	Spots	Rate Pri	Rtg Type	Snots	Amount
	KSNV NFL	10/14/	12 10/14/12	NFL Football NFL Football	CM	1P-9PM	S	:30	1	\$8,000.002	0.00 NM		\$8,000.00
	eek: 10	Street Control of the	End Date 10/14/12	Weekdays	Spots/Week 1	<u>Rate</u> \$8.000.00	Rating 0.00					ı.	
	KSNV SPORT	10/14/1 NIGHT	12 10/14/12	Sports Night in Las Sports Night in La		Sun 1135p-	1200aS	:30		\$200.002	0,00 NM	1	\$200.00
		rt Date	End Date 10/14/12	Weekdays S	Spots/Week	<u>Rate</u> \$200.00	Rating 0.00				in.		
N 42	KSNV	10/16/1	2 10/16/12	NEWS 3 at 4 (1 H 4PM NEWS (1 hor		4-5pm	÷T	:30	1	\$725.001	0.00 NM	1	\$725.00
rougestion in	ek: 10/	No. 100 Sections	End Date 10/21/12	Weekdays -T	Spots/Week 1	<u>Rate</u> \$725.00	Rating 0.00						
N 43	KSNV	10/20/1	2 10/20/12	Weekend Jeopardy WKND Jeop/Whee		630-730pm	5-	:30	1	\$525.001	0.00 NM	1	\$525.00
We	<u>Sta</u> ek: 10/	rt <u>Date</u> 15/12	End Date 10/21/12	Weekdays :	Spots/Week 1	<u>Rate</u> \$525.00	Rating 0.00				ľ		